



ADVERTISING RATECARD 2020 | Celebrating the whiskies of the world

Celebrating 21 years during 2019, *Whisky Magazine* together with its website www.whiskymag.com is devoted exclusively to whisky bringing news, features, reviews and, of course, tastings of the very best whiskies. To ensure *Whisky Magazine* targets the wider audience, it takes pride in celebrating the whiskies of the world throughout the year, in print, digital, online and in person via our **World Whiskies Awards, Icons of Whisky** and **Whisky Live**.

KEY FACTS

- 8 editions per year
- 32% delivered direct to subscribers' home addresses
- Global distribution:
40% UK & Europe;
52% US & Canada;
8% ROW
- Regular social media posts to our followers on:
 @WhiskyMagazine **16,000 followers**
 @Whisky_Magazine **10,000 followers**
 @Whisky_Magazine **10,000 followers**
- www.whiskymag.com receives **115,000** unique users per month (25,000 regular users* / 90,000 new** users)

READERSHIP

- Readership of **68,270**
- Average age of reader 40 years with 75% between ages 35-65 years
- 80% drink whisky more than twice a week
- 64% buy themselves more than 11 bottles of whisky each year
- Readers, on average, spend between £45-£75 on a bottle of whisky for their regular dram.

TESTIMONIALS

"Creating maximum awareness to both the whisky enthusiast and the wider consumer, promoting our brands in Whisky Magazine has complemented our generic campaigns"

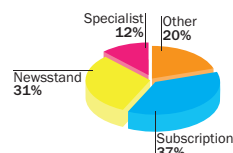
"As targeting the US and Mainland Europe is key for consumers in these regions, Whisky Magazine plays a major part in our campaign delivering exactly to this audience"



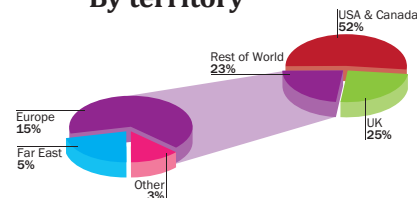
READERSHIP SURVEY RESULTS

CIRCULATION

By distribution type

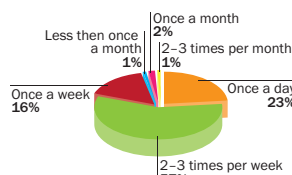


By territory

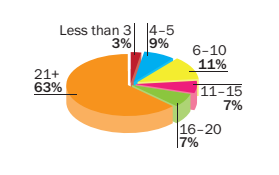


ABOUT THEIR DRINKING HABITS

How often do they drink whisky

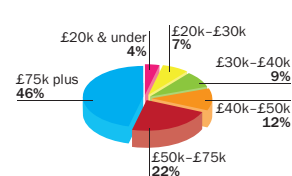


Number of whiskies in their home

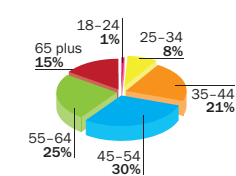


ABOUT OUR READERS

Income

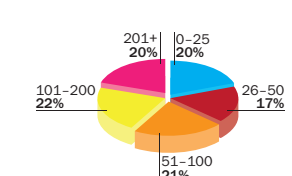


Age

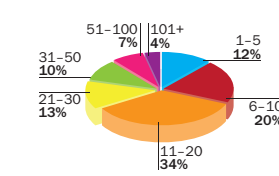


ABOUT THEIR BUYING HABITS

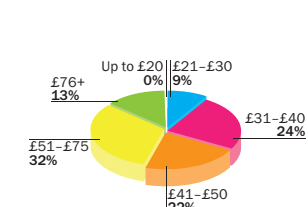
How many bottles in collection



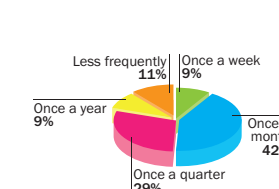
Average annual number of bottles bought



Average cost per bottle



How frequently buy whisky



EDITORIAL FEATURES 2020

ISSUE 165

Publication Date

24 January 2020

Artwork deadline

03 January 2020

Features:

- US rye whiskey
- Whiskies of the Scottish Islands
- Irish Whiskey Magazine supplement

Special Distribution:

Whisky Live Australia

ISSUE 166

Publication Date

27 March 2020

Artwork deadline

28 February 2020

Awards issue

- World Whiskies Awards
- Icons of Whisky global results,
- Hall of Fame results

Features:

Regional Focus – Speyside

Special Distribution:

- Speyside Whisky Festival
- Whisky Live London
- Whisky Magazine Awards Dinner

REGULAR FEATURES FOR EACH ISSUE WILL INCLUDE:

- Cocktails
- Whisky Gourmet
- Travel Retail
- Production
- Whisky & Cigar pairings
- Tastings
- Whisky Magazine index
- Question and Answer
- Competition page with whisky related crossword puzzle

ISSUE 167

Publication Date

24 April 2020

Artwork deadline

27 March 2020

Features:

- Craft distilling around the world
- Australian whiskies
- Global Blended whisky

ISSUE 168

Publication Date

5 June 2020

Artwork deadline

8 May 2020

Features:

- Canadian whisky
- European Whiskies
- Regional Focus – Highlands

ISSUE 169

Publication Date

10 July 2020

Artwork deadline

12 June 2020

Features:

- Kentucky Whiskey Review
- Developments of Irish Whiskey

Special Distribution:

- Kentucky Bourbon Festival
- Whisky Live South Africa
- Whisky Fringe, Edinburgh

ISSUE 170

Publication Date

4 September 2020

Artwork deadline

7 August 2020

Features:

- Sustainable whisky production
- American Whiskey Trail
- English Distilleries

Special Distribution:

Whisky Live Dublin

ISSUE 171

Publication Date

16 October 2020

Artwork deadline

18 September 2020

Features:

- Blended Scotch whisky
- Asian whisky (Japan, Taiwan, India)

ISSUE 172

Publication Date

4 December 2020

Artwork deadline

6 November 2019

Whisky Magazine Awards

Scotland results

Features:

- A look forward to 2021
- American Grain Whiskey

Special Distribution:

Whisky Magazine Awards

PROMOTIONAL OPPORTUNITIES

RATES

Size	(w) x (h)	Rates
DPS - bleed	436 x 291mm	
DPS - trim	430 x 285mm	£7,770
Full Page - bleed	221 x 291mm	
Full Page - trim	215 x 285mm	£4,695
Half Page - (h)	190 x 127mm	
Half Page - (v)	93 x 259mm	£2,745
Quarter Page	93 x 127mm	£1,645
(Tastings Page)	93 x 122mm	

Classified

Half Page	180 x 127mm	£1,985
Quarter Page	88 x 127mm	£995
Eighth Page	88 x 62mm	£495
Double Column	42 x 98mm	£425
Single Column	42 x 46mm	£315

Discounts available for series bookers

We offer a 10% discount on bookings of 4 issues and a 20% discount on bookings of 8 issues. We offer a 20% discount for advertisers wishing to advertise in the digital edition only

Premiums

Outside back cover	£5,885
Inside front cover	£5,465
Inside back cover	£5,015
Competitions	£POA

Sponsorship

Section	£1,540
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Advertorials

Minimum one full page	+30%
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Loose inserts (up to 10g)

Loose per 1,000	£83
Bound per 1,000	£93

whiskymag.com website opportunities

We have website content opportunities as well as high-impact branding or direct-response campaigns. We offer two different display formats in prominent positions appearing across all pages:

Banner	1890 x 500px	£895.00 + VATpcm
Skyscraper	160x600px	£995.00 + VATpcm

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Agency discount: 10% off all prices plus VAT. Rates shown are per issue, includes colour and are exclusive of VAT. Further specifications are available on request. Special rates are available to advertise in the French, Mandarin and Cantonese editions on request